



President
Stephanie Hightower

Chief Executive Officer
Douglas G. Logan

October 6, 2009

VIA E-MAIL

Sean Rice

seanrice@mac.com

Dear Mr. Rice:

USA Track & Field (USATF) has become aware that you are engaging in the unauthorized commercial use of USATF's intellectual property by maintaining the www.GoUSATF.org website. Your website misleads the public by asserting an affiliation with USATF that does not exist.

Please be advised that the USATF name and logo were created by and are owned by USATF, and are protected under state and federal laws from unauthorized copying, distribution and sale. Your unauthorized use of the USATF name constitutes willful and unlawful infringement and is a violation of applicable state and federal intellectual property laws.

Accordingly, you are hereby demanded to immediately **cease and desist** any further or future unauthorized use of the USATF name and marks and any and all USATF intellectual property, in any context. USATF also demands that you immediately remove all references to USATF from any website you operate, and cease the operation of the www.GoUSAT.org website.

USATF will continue to monitor this situation. If you refuse to comply with the foregoing requests, USATF will have no choice but to take the necessary measures to protect its rights and interests. Should you have any questions, do not hesitate to contact me at (317) 261-0500 or at lamont.jones@usatf.org.

Very truly yours,

Lamont Jones
General Counsel

Cc: Jim Estes, Associate Director of LDR Programs/Marketing